

GAIL's Bakery uses 5G connectivity to elevate the customer experience

Customer:
GAIL'S Bakery

Solution:
Retail

Use case:
Hybrid WAN

Ericsson Cradlepoint hybrid WAN routers provide UK stores with flexible connectivity including high-performance cellular

Challenge

GAIL's Bakery, a renowned neighbourhood bakery in the UK, has more than 120 locations — each of which relies on a variety of technologies to improve the customer experience and operational efficiency. To support continued growth and ensure bakeries can keep up with ongoing digital transformation, GAIL's sought a high-performance router that would provide flexible primary and failover connectivity.

Solution

GAIL's, in collaboration with IT solution provider KFP, successfully deployed Ericsson Cradlepoint 5G hybrid WAN routers in 40 sites and plans to install them at all bakeries from now on. In most locations, the IT team is setting up wired broadband as the primary WAN link, with 5G connectivity providing always-on failover. GAIL's can manage all its routers through a single pane of glass using Ericsson NetCloud Manager.

Benefits

With Ericsson's enterprise wireless solutions in place, GAIL's can ensure seamless connectivity in its bakeries. NetCloud Manager gives the IT team clear visibility into the network from anywhere, allowing them to monitor data usage and quickly address issues remotely. This reduces the need for on-site troubleshooting and minimises downtime — something that is especially useful in remote locations.

Deploying new 5G routers is quick and relatively hassle-free. GAIL's can roll out services and create a secure, robust 5G network from day one without relying on wired services from local providers.

“It's not often that you find a cost-effective solution that is quick to deploy and, once installed, immediately impacts a business for the better.”

Alistair Cossins, group head of IT, GAIL's Bakery and The Bread Factory



Image courtesy of Gail's Bakery